

PATENT ABSTRACTS OF JAPAN

(11)Publication number : 11-246826

(43)Date of publication of application : 14.09.1999

(51)Int.Cl. C09D201/00
 C09D 5/02
 C09D 5/16
 C09D127/12
 C09D131/00
 C09D133/04
 C09D143/04
 C09D183/04
 // C08F 4/04
 C08F299/02
 C09D171/00

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(54) SOIL RESISTANT AQUEOUS COATING COMPOSITION

(57)Abstract:

PROBLEM TO BE SOLVED: To obtain a soil resistant aqueous coating composition capable of forming a coating film having an improved soil resistance and also excellent in water resistance, weather resistance and lust by blending a specific soil resistance-imparting agent into a normal aqueous emulsion type resin coating material.

SOLUTION: This soil resistant aqueous coating composition uses simultaneously (A) 0.1-100 pts.wt. block polymer obtained by performing a radical polymerization of a polyoxyalkylene ester of (meth) acrylic acid by using a polymeric azo compound having a recurring unit expressed by the formula [(x) is 10-500 integer] and (B) 0.1-100 pts.wt. silica sol having $\leq 10 \mu\text{m}$ particle diameter based on 100 pts.wt. resin component in an aqueous emulsion type resin

